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Removal of marketing assessment from public parcels/former contingency category

Rick Scott <rick.scott@lacity.org>

Mon, Jan 12, 2015 at 3:37 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Miranda Paster <miranda.paster@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

1. Contingency is the only thing that you can't show special benefit for. 'City fees' is a cost and can be placed under admin or even its own category but admin's probably best. The special benefit of delinquency is that the services keep to a certain level even if not everyone pays right away. The rollover of it should be spread out over the categories. Everything's kinda jammed with just a two-year BID though.
2. Bottom line is that each parcel pays for its special benefit. Public parcels, unless they're leased out to a commercial venture that pays the assessment, don't benefit from marketing because they don't sell anything and aren't trying to attract customers, i.e.; don't need or benefit from marketing – or advocacy either for that matter because that would be conflict of interest.

On Mon, Jan 12, 2015 at 3:25 PM, Tara Devine <tara@devine-strategies.com> wrote:

I'm redoing the budget categories for Venice (with SPII to follow) - removal of contingency category and assessment reductions (marketing/special projects deducted from all assessed public parcels.)

Just two quick verification questions:

- 1) Contingency/Delinquency/City Fees should be redistributed among the other categories, with city fee/formation costs attributed to the Admin/Mgmt category, and the balance spread across the other budget categories as appropriate, correct?
- 2) In Venice, our "District Identity & Special Projects" category = 7% of the overall budget. Therefore, all (assessed) public parcels' assessments should be reduced by 7%, and brief language should be added to the public parcels section (and the District Identity & Special Projects) that says that public parcels will not receive any special benefits from District Identity & Special Projects. Correct?

Warmest regards,

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